



## Meeting Minutes

### **Morris • Sussex • Warren Workforce Investment Board**

## **Open Meeting**

**Date:** April 24, 2014

**Location:** County College of Morris

### **IN ATTENDANCE:**

#### **Members**

Marie Betlow (Job Search Central), Tammy Case (Fulton Bank), Mary Emilius (United Way of Northern New Jersey), David Hollowell (D & D Associates, **WIB Chair**), Carol Hults (Highlands State Bank), Carl Jablonski (Randolph One-Stop Career Center), Rosalie Lamonte (Morris, Sussex and Warren County Schools), Scott McGill (NJ Division of Vocational Rehabilitation Services), Gus Modla (Sussex County Technical School), Scott Moffitt (Morris County School of Technology), Dianna Morrison (Center for Prevention & Counseling), Terry Newhard (NORWESCAP), Carol Novrit (Sussex County Division of Social Services and Skylands Ride), Sue Zukoski (Abilities of Northwest Jersey).

#### **Guests**

Padma Arvind (Health Care Talent Network/Rutgers), Stacy Crosson (Sussex County Technical School), John Ehret (NJ Department of Labor & Workforce Development), Eva Fernandez (NJ Department of Labor & Workforce Development), Michael Gowdy (Morris County School of Technology), Joanne Hala (United Way of Northern NJ), Donald Hogan (NJ Department of Labor & Workforce Development), Mary Lee (Project Self-Sufficiency), Jodi Miciak (United Way of Northern NJ), Maya Ollson (Kokopella), Terry Schweon (Morris County Vocational School District), Antoney Smith (NJ Division of Vocational Rehabilitation Services, Hackettstown), Lech Szymanski (Phillipsburg One-Stop Career Center), Marty Telles (The High Tide Group) .

#### **Staff**

Jack Patten (**WIB Director**), Donna Buchanan (Director of Employment & Training Services [ETS] and **One-Stop Operator**), Marin Regenthal-Garland (Secretary to the One-Stop Operator and ETS Office Manager), Sallie Sullivan (Secretary to the WIB Director).

### **ABSENT:**

#### **Members**

William Austin, Paul Boudreau, Anne Marie Brown, George Chando, Kenneth Edwards, David File, David Fiore, Ann Marie Flake, Robert Glowacky, Jim Jones, George Krevet, Karen Kubert, Paul Mazur, Kevin O'Donnell, Robert Peabody, Frank Pinto, Ed Rebholz, Peter Rizzo, Steve Sitek, Mary Tucker, Ed Yaw.

*Prior to the April 24, 2014 Open Meeting, the following documents were posted on the WIB website ([www.mswwib.org](http://www.mswwib.org)) for review: Open Meeting minutes (January 30, 2014); One-Stop Career Center*

*Committee minutes (February 4, 2014); Youth Investment Council minutes (March 18, 2014); Disability Committee minutes (April 2, 2014); Executive Committee minutes (April 15, 2014); Literacy Committee minutes (April 16, 2014); WIB Director Report; and, One-Stop Operator Report. All documents and current committee minutes were also available at the meeting.*

*The Oversight Committee electronically reviews budget, performance and monitoring reports monthly. Documents shared with the Oversight Committee were available at the Open Meeting.*

## **Committee Discussions**

At 9:00 a.m., WIB members and guests visited committee stations and conferred with the chairs and staff on committee and other WIB issues. The attendees took the opportunity to network with each other and WIB committee chairs, WIB Chair David Hollowell, WIB Director Jack Patten and One-Stop Operator Donna Buchanan.

## **WIB Business Meeting**

### **Meeting Opening Remarks**

At 9:30 a.m., WIB Chair David Hollowell called the meeting to order and read the Public Meeting Notice. He then welcomed all and introduced new WIB members Dianna Morrison of the Center for Prevention & Counseling and Sue Zukoski of Abilities of Northwest Jersey. He also acknowledged Marty Telles of The High Tide Group who is awaiting appointment to the WIB. All present introduced themselves.

### **Board Business**

#### **Performance Metrics**

WIB Director Jack Patten reported that the Workforce Investment Act (WIA) is now almost 10 years overdue for reauthorization. In order to secure funding for WIA under those conditions, the USDOL has had to sell continuous improvement to Congress, and sell it hard. Unfortunately, continuous improvement has morphed into "excel until you fail".

He went on to say that, in December, the state of New Jersey announced new WIA performance metrics, which are very high by any standard. The highest metrics are for Youth. The metrics for Literacy/Numeracy (the percentage of youth in programs who raised their literacy and numeracy skills by one grade) went from 45% to 97%. Typically, the metrics go up by one or two points. In the past, he said we have negotiated vigorously with the state over one or two points, and been successful. This year, along with about half of the New Jersey WIBs, we were given an opportunity to request revisions of the original metrics which were sent out by the state. Our WIB protested the Youth metrics, and Adult and Dislocated Worker Entered Employment. The requests from our WIB and all other WIBs in New Jersey were denied.

Jack said the new metrics are based on the so-called regression model where increased weight is given for serving customers with significant barriers to employment. The Upjohn Corporation took five years to develop the regression model; in the end, 97% of the model is the last two years' performance. For perspective - even though our Youth measures were 59%, 59% and 45% through this year, our results were spectacular - well over 100%. That's one reason that our request was denied.

Another issue involves states that enroll everyone in WIA programs. Instead of enrolling just those who are funded through WIA, they also enter all the Wagner-Peyser customers. As a result, their performance metrics are typically set in the 50's and 60's because they're serving so many people and not all of them are actually supposed to get jobs. The outcome is that their metrics are lower. But the national metrics remain the same, in the 80's and 90's, so we're carrying six major states that enroll everybody, and four or five states that simply don't perform - they perform in the 20's year after year.

Jack expects that we will make all our performance metrics this program year (PY 2013), which ends on June 30, but next year is a different story. Jack finished by saying the new metrics are unsustainable over time, and he doesn't know what is going to happen next year.

### **WIB Recertification**

Jack reported that on April 3, he and David Hollowell attended a ceremony in New Brunswick where Morris-Sussex-Warren was recognized as one of the New Jersey WIBs that have been certified as eligible to receive WIA funds from the state of New Jersey. Of the 18 WIBs, four have additional materials to submit and actions to take, and are not yet certified. Jack thanked WIB members for their part in the process, which started two years ago.

### **Old Business**

None

### **New Business**

None

## **Meeting Topics**

### **Labor Market Discussion**

Jack reported he's received great feedback on our meeting format from WIBs around the state, and some have adopted it for their meetings. He thanked John Ehret, who he said has supplied him with voluminous statistical information on the three counties. He indicated that since there was more information than could be addressed in today's Open Meeting, he would send it out to all WIB members after the meeting. He said John's report emphasizes the areas that we think are the most important, and he will share some of that information during his report today.

Jack asked the following attendees to share any labor market information they might have.

**Marie Betlow** of Job Search Central noted that, in terms of growth, the construction industry was back on the grid. She has also seen growth in: the trade, transportation and utilities industries; truck driving; retail trade; transportation, warehousing and utilities; finance (specifically in insurance); professional scientific and technical areas; legal services; accounting tax; bookkeeping; computer systems design; security; security services; educational health care services; ambulatory services; food services; and personal care. The best jobs right now are: mathematician, university professor, statistician, actuary, audiologist, dental hygienist, computer systems analyst, and speech pathologist. In terms of growth overall, the jobs that stand out are: industrial psychologist, personal care aides, home health aides, insulation workers, diagnostic medical sonography, brick masons, interpreters/translators, genetic counselors, and physical therapy assistants. These are all considered areas of heavy growth going into the next few years.

**Terry Newhard** of NORWESCAP reported he does not presently see hiring going on in nonprofits. However, the money that was taken away during sequester is being given back, so they may be able to hire some people back. He also mentioned the partnership they have been creating with a private company in terms of job development for greenhouse workers. This is an exciting opportunity to get more people employed and they're talking to folks about trying to get some On-the-Job training dollars.

**Rosalie Lamonte** of Morris, Sussex and Warren Schools spoke of the demand for math and science teachers, as well as business administrators and assistant business administrators. Some CPAs come over into the education field, but they still need certification from the state as a school business administrator. Jobs for teaching in general are being posted this time of year. Many of them are advertised on specific district websites; people looking for teaching jobs should be directed to the school directory page on the Department of Education website. She said teachers need to have certification; however, there is also a process for what are called "alternate route candidates". For

example, if people coming from the science field would like to try teaching, this is the time of year when they can approach the Department of Education regarding taking certain pre-tests and summer courses in order to qualify for a certificate of eligibility. Further details are found on the Department of Education website.

**Gus Modla** of Sussex County Technical School reported that they also see a demand for math and science teachers, and said they're very difficult to find. They recently posted a number of positions and received only six applicants.

**Carol Hults** of Highlands State Bank reported that technology is constantly evolving. She sees growth in the mortgage area of their bank, but hasn't seen any applications come in.

**Tammy Case** of Fulton Bank reported on the branch side of banking, saying those positions are usually filled quickly. Several leading positions for lenders are open and they are looking for certain skill sets. The applicants are usually people who move from one bank to another. At this time, a person with the needed skill set can demand a good salary.

**John Ehret** of the New Jersey Department of Labor & Workforce Development (NJ LWD) discussed the annual employment statistics for our Labor Market Area. He noted that the employment numbers over the year were mixed. He highlighted the two sectors that experienced a decline in employment: manufacturing (-3.2%) and information (-3.2%); on the other hand, the sectors that realized an employment gain were in Trade, Transportation, and Utilities (+2.8%) and Professional and Business Services (+0.6%). In addition, John updated the group on the unemployment figures and trends for the area.

John also noted that when he and Jack recently met to discuss some job posting reports, they were able to take a look at the aggregated data to identify the types of jobs employers were seeking. These types of reports also help to identify the skills employers are looking for in order to fill their positions. He gave an example with relation to soft skills. While most people would agree that employers usually consider communications as a necessary soft skill, using the aggregated data compiled in these new reports help quantify it. John pointed out that when one can actually put statistical data behind this, it gives more credence as to how important these (soft) skills actually are to the employers.

Jack thanked John and the WIB members for sharing their labor market information. He mentioned two trends that the WIB has spotted with the assistance of its vast intelligence network.

The first trend is even more expansion of the duties of an RN. Last year and the year before it was noticed that RNs were performing patient-related legal work. This development necessitated addition of legal training to RN and LPN curricula. Jack learned from John that nurses are now also moving more into scheduling and monitoring equipment use. That continuing expansion of nursing duties is a trend that needs to be considered in future curriculum development.

The other trend is emphasis on soft skills, which are now becoming increasingly important as the economy and labor market improve. Jack is on the State Employability Skills Taskforce, along with leaders of business, industry and education. Their initial work will be:

- Step One – Publicize the soft skills crisis.
- Step Two – Hold employer focus groups on terminology.  
These groups will be held throughout the state to determine what words employers use to discuss various soft skills, and to establish a common terminology for reference.
- Step Three - Assessment and remediation tools for addressing soft skills.

The task force finds it very clear that emphasis on soft skills is related to the labor market and economy. During an employer's economy, there is less concern about soft skills since the employers can get whatever skilled employees they need. When it gets to the point where they're not getting their perfect candidates anymore, soft skills rise in importance. Jack noted that soft skills are difficult to teach; nevertheless, many One-Stop customers are hamstrung by their lack of soft skills. Some

may have good technical skills and other positive attributes, but don't present themselves well and don't work well with teams. The MSW WIB has been very vocal about this for years, and has its own soft skills training. Jack said he's delighted to see that there is a new, and now high level emphasis on what is labeled the employability soft skills crisis in New Jersey.

Jack introduced the presenter for the Open Meeting, Dr. Padma Arvind, of the NJ Healthcare Talent Network.

### **Presentation – New Jersey Health Care Talent Network**

Dr. Padma Arvind, Coordinator of the New Jersey Health Care Talent Network (HCTN), spoke of the progress being made by the HCTN.

She shared information on how they are reaching out in the following areas:

- Social media: Through their website, they ensure that students and jobseekers have access to information on healthcare careers and jobs. Links are provided to their Facebook page, LinkedIn, Twitter, Jobs4Jersey, educational institutions and other Talent Network websites. Career advice and professional development guidelines are provided. They also provide information on new healthcare industry trends to employers and educational institutions. The website is updated weekly with information on job fairs, free workshops, news, videos, experts and forums.
- Jobseekers:
  - Jersey Job Club Workshops - held at various One-Stop Career Centers.
  - Events hosted, including: seven job fairs; two boot camps targeting high school seniors; six networking events with partners, and a distance learning series on soft skills.
  - Healthcare Industry Week - NJHCTN spearheaded the first NJ Healthcare Industry Week, in collaboration with several of the state's community colleges and medical institutions, to help promote opportunities in healthcare. A "medical village," sponsored by St. Peter's University Hospital, included professionals representing the different organizations in health care. Twenty-four diverse healthcare career stations were featured, from Nursing to Laboratory services, and Nutrition to Sports Physical Therapy.
  - Rapid Response – Warren County Nursing Home, Somerset County (Behavior Health), Hoffman La Roche
  - Professional Development Trainings – held in North, Central and South Jersey.
- Education:
  - High school, vo-tech school, two and four-year colleges (including County College of Morris), certification training providers
  - Fact sheets on 15 healthcare careers
  - Presentations at various events including CTE conference and job fairs.
  - Focus groups at three locations with pre and post tests to measure awareness.
- Employers: Conducted minimum of 120 in-person meetings with major hospitals and other healthcare employers.
- Training providers
- Connections to state organizations, professional groups, not-for-profits and coalitions.
- Connections to local WIBs, One-Stop staff, the New Jersey Department of Labor and Workforce Development, the New Jersey Department of Health and various coalitions.
- Media presence via newspapers, online, and television.

- Sector-specific activities: Work with colleges on articulation agreements to transfer credits from CHW training to degree, CHW curriculum being assessed for college credits, discussions underway on working with possible apprenticeship programs, review licensing and certification processes to eliminate barriers, coordinate effort with partners across all health professions to embed essential content in all health professions' education curricula to guide curriculum development and form a foundation for inter-professional practice and lifelong learning.

Dr. Arvind demonstrated their website to attendees, and pointed out their videos which feature people working in healthcare jobs who provide information on subjects such as what their job entails and how much they make. She also noted that their 15 healthcare career fact sheets are published on the site. The website can be found at [www.hctn-nj.org](http://www.hctn-nj.org)

David Hollowell thanked Dr. Arvind for her presentation. He also thanked Jack, Donna and the members of the board for their efforts, particularly with regard to the recertification of the WIB.

The meeting was adjourned at 10:31 a.m.